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TO: Peter Henriques

DATE: October 22, 1990

FROM: Doron Stern 

SUBJECT: Next High Sales vs. Not High Sales Performance

This assesses the relative performance of Next De-Nic in Tampa in high sales and not high sales areas. There are 15 high sales areas for Next in Tampa. The areas were identified by the sales force based on the quantity of cartons ordered in their stores. The analysis covers interviewing periods week 16 and week 18. In the high sales areas an additional wave during week 19 was also conducted in order to augment our sample size.

Findings indicate that Next De-Nic in its high sales areas does not generate higher levels of trial, purchase, and smoker share. We hypothesize that vacationers, rather than permanent residents, are responsible for the strong sales witnessed in these areas. The fact that the high sales areas tend to be beach towns or situated near the coast supports this view.

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